

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L4	28	"725"/\$.cls. and (competitor\$1 compet\$4) same (sponsor\$3)	US-PGPUB; USPAT	OR	OFF	2008/06/12 10:19
L5	20	(competitor\$1 compet\$4) same (sponsor\$3) and (commercial\$1) same (banner\$1 supplemental\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 10:23
L6	19	(competitor\$1 compet\$4) same (commercial\$1) same (banner\$1 supplemental\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 10:35
L7	273	(sponsor\$3 advertiser\$1) same (commercial\$1) same (banner\$1 supplemental\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 10:45
L10	16	(competitor\$1 compet\$4) with (banner\$1 overlay \$3 overlaid) same (sponsor\$3 advertiser\$1) with (commercial\$1 advertisement advertis\$3 ad)	US-PGPUB; USPAT	OR	OFF	2008/06/12 11:26
L11	2182	(banner\$1 overlay \$3 overlaid) same (sponsor\$3 advertiser\$1) with (commercial\$1 advertisement advertis\$3 ad)	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:11

L12	27	(competitor\$1 compet\$4) with (banner\$1 overlay \$3 overlaid) and (sponsor\$3 advertiser\$1) with (commercial\$1 advertisement advertis\$3 ad)	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:11
L20	1359	(banner\$1 overlay \$3 overlaid) with (sponsor\$3 advertiser\$1) with (commercial\$1 advertisement advertis\$3 ad)	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:22
L21	5	(banner\$1 overlay \$3 overlaid) with (sponsor\$3 advertiser\$1) with (product adj placement\$1 )	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:22
L22	2	(banner\$1 overlay \$3 overlaid) with (competitor\$1 compet\$3) and (product adj placement\$1 )	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:25
L23	984	(banner\$1 overlay \$3 overlaid) with (commercial\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:28
L24	131	(banner\$1 overlay \$3 overlaid) with (commercial\$1) and "725"/\$.cls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:28
L26	185	(banner\$1 overlay \$3 overlaid) with (commercial\$1) and "705"/\$.cls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 12:28
L29	8	(sponsor\$3) with (compet\$4 competitor\$3) with (commercial\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 14:50
L30	2166	(compet\$4 competitor\$3) with (commercial\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/12 14:51

L31	7	(competitor\$4 competitor\$3) with (commercial\$1) same (banner\$1 overlay\$3 overlaid)	US-PGPUB; USPAT	OR	OFF	2008/06/12 14:51
L32	50	(advertisers) with (commercial\$1) same (banner\$1 overlay\$3 overlaid)	US-PGPUB; USPAT	OR	OFF	2008/06/12 14:52
L49	32	coke and pepsi and "725"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 16:37
L51	211	different with (sponsor\$1 advertisers competitor\$1) and "725"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 17:14
L52	5	different with (brand \$1 ) same (commercial\$!) and "725"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 17:15
L53	28	different with (brand \$1 ) same (commercial\$!) and "705"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 17:15
L54	663	different with (sponsors advertisers) and "705"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 17:17
L55	163	different with (sponsors advertisers) same (product\$1) and "705"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/12 17:17
S1	3280	(video program\$5) same (ad advertisement\$1 commercial\$1) same (window\$1)	US-PGPUB; USPAT; USOCR	OR	OFF	2008/06/10 14:28
S2	406	(video program\$5) same (ad advertisement\$1 commercial\$1) same (window\$1) and (ad advertisement\$1 commercial\$1) same (trigger\$1)	US-PGPUB; USPAT; USOCR	OR	OFF	2008/06/10 14:29

S11	15	shoff.in. and "725"/\$.ccls.	US-PGPUB; USPAT; USOCR	OR	OFF	2008/06/10 15:22
S12	4	shoff.in. and "725"/\$.ccls. and trigger \$3	US-PGPUB; USPAT; USOCR	OR	OFF	2008/06/10 16:02
S13	0	shoff.in. and "725"/\$.ccls. and trigger \$3 same insert\$4	US-PGPUB; USPAT; USOCR	OR	OFF	2008/06/10 16:04
S17	76	("6240555").URPN.	USPAT	OR	OFF	2008/06/10 16:36
S18	59	("6240555").URPN. and (insert\$4 stream \$1)	USPAT	OR	OFF	2008/06/10 16:39
S45	0	kitsukawa.in. and sponsor\$3	US-PGPUB; USPAT	OR	OFF	2008/06/11 13:02
S50	17	kitsukawa.in. and "725"/\$.ccls.	US-PGPUB; USPAT	OR	OFF	2008/06/11 13:08
S51	0	kitsukawa.in. and "725"/\$.ccls. and (sponsor\$3 competitor\$1 advertiser\$1)	US-PGPUB; USPAT	OR	OFF	2008/06/11 13:31
S53	4	yokim\$5.in.	US-PGPUB; USPAT	OR	OFF	2008/06/11 13:38

6/12/2008 5:41:01 PM

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